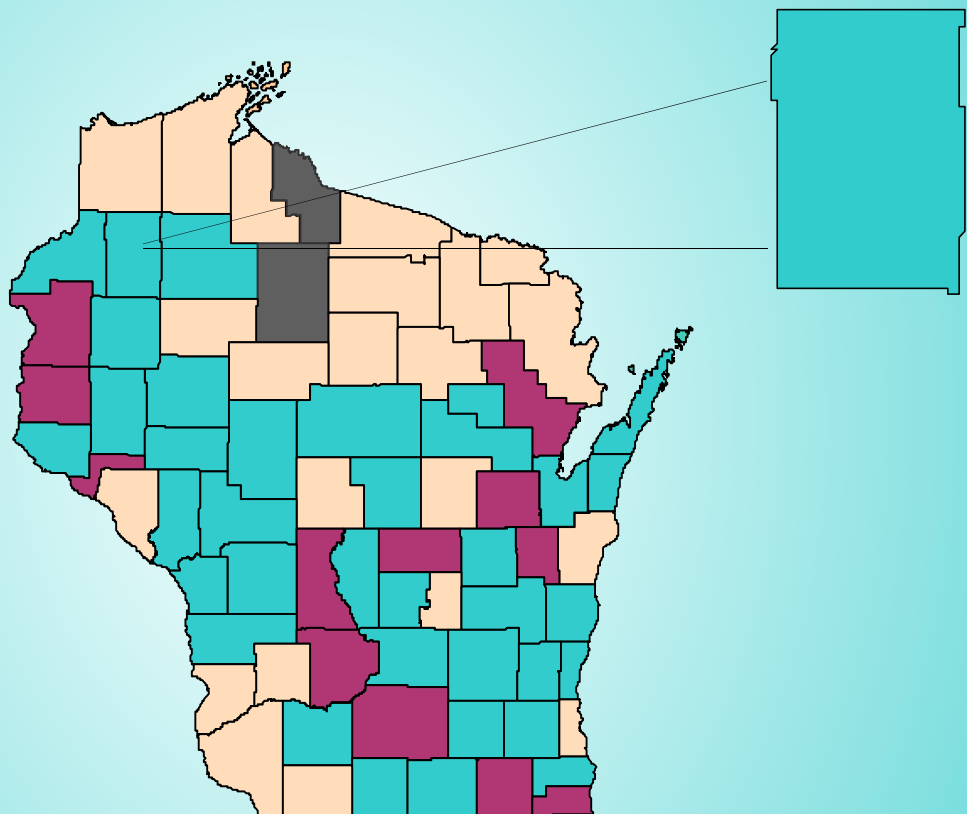


# Washburn County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.  
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



## County Population

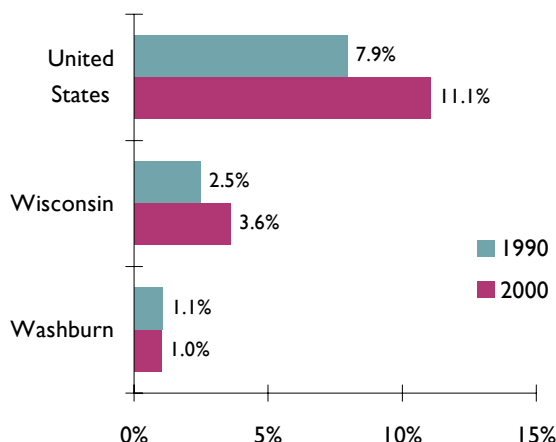
The population in Washburn County increased 2.5 percent from April 2000 through December 31, 2001, exceeding both state and national increases of 1.7 and 2.0 percent, respectively. Washburn County ranked 14<sup>th</sup> highest in the State of Wisconsin in percent change in population with the addition of 402 residents in the twenty-month period.

The increase in population was the result of individuals relocating to the county. Since April 2000, 460 new residents moved to the county for a migration rate of 2.9 percent, much higher than the state migration rate of 0.94 percent and higher than migration rates for other similar non-metropolitan counties in the state. The largest increases in population were in the rural areas of the towns of Bashaw and Bass Lake. The largest municipality, Spooner, added just 15 residents.

There was no increase in population from natural causes even though there were 278 births in the county since April 2000. One reason why the increase in population from natural causes is so much lower than other counties is that the median age in Washburn County in 2000 was 42.1 years, higher than in many Wisconsin counties.

Another reason for fewer births is that there is less ethnic diversity in the population and fewer foreign-born residents than in other areas of Wisconsin and the United States. In the United States, and to some degree in Wisconsin, an increase in births is linked to the non-white populations. Even

**Share of Foreign-born Residents**

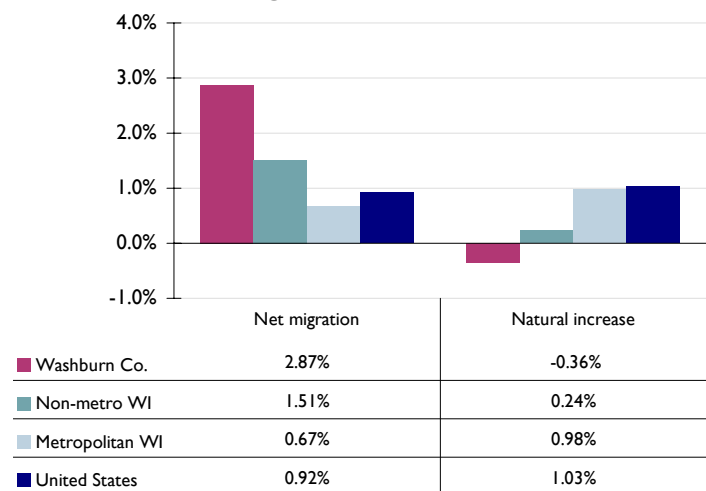


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

**Total Population**

	April 2000 Census	January 1, 2002 estimate	Percent change
<b>United States</b>	281,421,906	286,923,000	2.0%
<b>Wisconsin</b>	5,363,701	5,453,896	1.7%
<b>Washburn County</b>	16,036	16,438	2.5%
<b>Largest Municipalities</b>			
Spooner, City	2,653	2,668	0.6%
Shell Lake, City	1,309	1,329	1.5%
Evergreen, Town	1,076	1,084	0.7%
Bashaw, Town	921	967	5.0%
Trego, Town	885	901	1.8%
Minong, Town	858	892	4.0%
Long Lake, Town	737	749	1.6%
Spooner, Town	677	688	1.6%
Beaver Brook, Town	643	668	3.9%
Bass Lake, Town	535	569	6.4%

**Net migration and natural increase**



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

though the number of births to whites is still the largest share of all births, that is declining as births to other ethnic groups is increasing.

The odds of increasing the birth rate are stacked against the county. Nationally, more births are occurring to non-white populations, plus a median age of 42 cannot be overlooked, and if recent population projections are correct, that median age will only increase in future years.

(Continued on page 2)

## Washburn County Workforce Profile

### Population Projections by Age Groups in Washburn County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
<b>2000</b>																
Male	407	504	657	644	300	361	412	605	596	660	574	533	471	420	359	568
Female	417	483	546	524	271	347	391	583	668	624	521	533	437	412	365	843
<b>2005</b>																
Male	422	454	535	657	469	319	409	468	651	634	718	663	595	473	367	597
Female	405	466	514	528	392	317	398	432	622	701	664	594	584	423	358	842
<b>2010</b>																
Male	432	457	471	528	469	491	359	463	501	689	692	829	746	600	412	620
Female	414	440	485	492	390	448	363	439	460	651	745	757	657	562	364	824
<b>2015</b>																
Male	449	453	466	455	366	482	537	399	487	521	741	789	915	744	514	662
Female	433	435	450	457	356	441	498	395	462	476	683	835	826	624	477	806
<b>2020</b>																
Male	456	463	459	445	310	372	520	586	415	502	559	844	870	906	633	763
Female	438	448	441	422	329	402	487	535	414	477	500	766	907	782	529	889

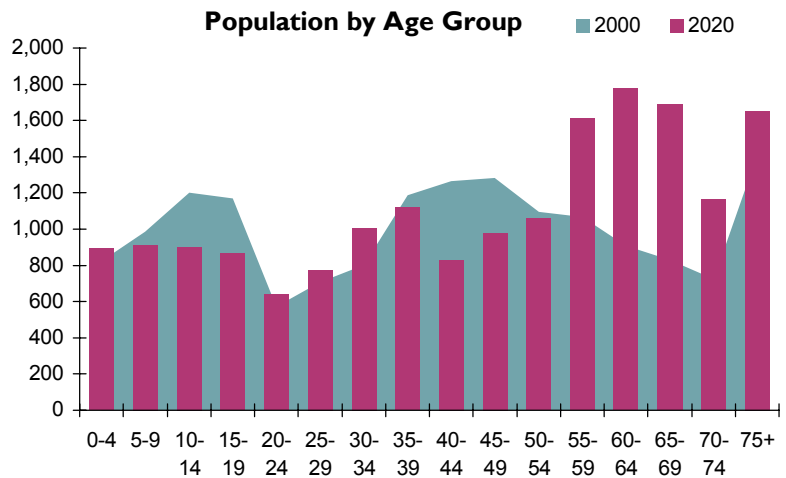
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

Population by age projections from the Wisconsin Demographic Services section indicate that the share of population over the age of 60 will increase from 24 percent in 2000 to 35 percent in 2020 as the population under 20 years old declines from 26 percent to 20 percent.

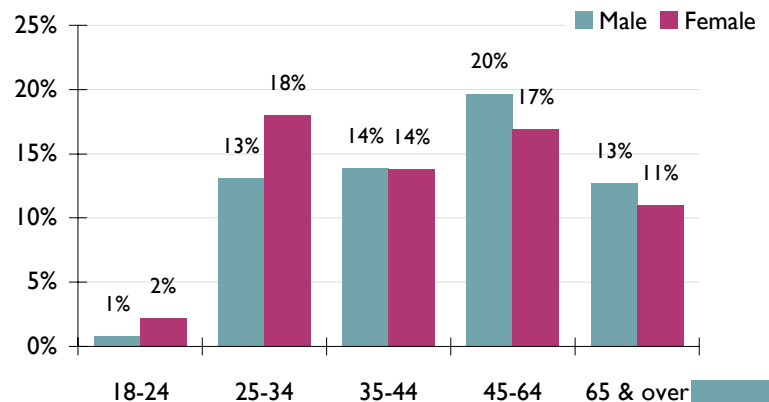
From 2000 to 2020 the total population is projected to increase by 1,833 residents. Some of that increase is projected in the middle age groups from 20-34 years old; but most will occur in the older age groups. The graph on the right illustrates just how much of the population will be over 55 years old in 2020 compared to 2000.

The background also shows the surge in population from the baby-boom, now in their late-30s and mid-50s and another, smaller surge in births in the late 80s, now in their late teens. If you follow the age cohort of these groups (add 5 years to the group for every five years of time you see a loss of younger populations from the county and a large increase in older populations. Most of the change is the result of an aging population but there is also the loss of younger people who leave the area to acquire a post-secondary education.

The bottom graph in some ways also tracks the youth leave the area for post-secondary education but they seldom return. The low share of each age group with at least a bachelor's degree is testament to this.



### Percent of age group with at least a Bachelor's degree in Washburn County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

## Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates peak in the middle age groups, then decline significantly at age 62. This reflects the changing needs and desire of people to work. Younger residents are in school, middle-aged residents have financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Washburn County of 62.2 percent is lower than it was in the late 1990s when there were more jobs but it is also much lower than both state and national rates. The labor force participation rate in the United States in 2002 was 66.6 percent.

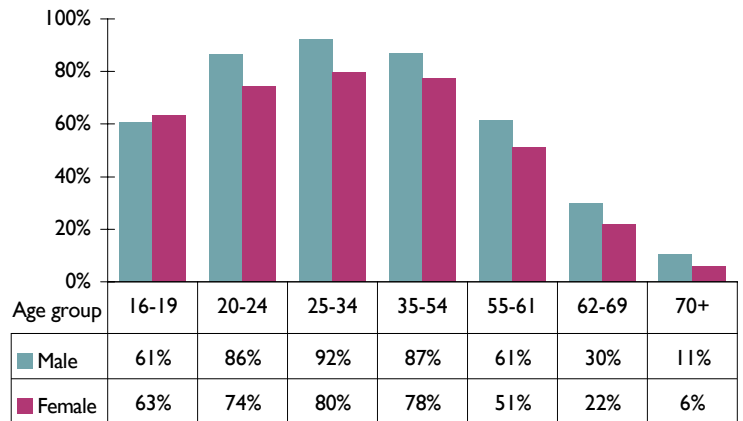
Another reason for declining participation rate is an aging population. In Washburn County participation among the older age groups is less than in Wisconsin while the share of population over 55 is higher. In Wisconsin male and female LFPR among 55-61 year olds are 77 and 65 percent, respectively; and among 62-69 year olds, 37 and 29 percent, respectively.

The lower participation rates from older residents becomes increasingly more significant as a greater number of residents enter those groups. The labor force projections in the graph on the right assume current participation rates by age and sex of the projected population for 2020.

By 2020 the total labor force in Washburn County will increase only four percent with the addition of roughly 350 participants and over one-quarter of the labor force will be over 55 years old. That amounts to an increase of 4 percent in the labor force over a twenty-year period - paltry compared with the increase of 47 percent in the last twenty-year period. An increase of five percentage points in the participation rate of those over 55 would add only 400 participants to the la-

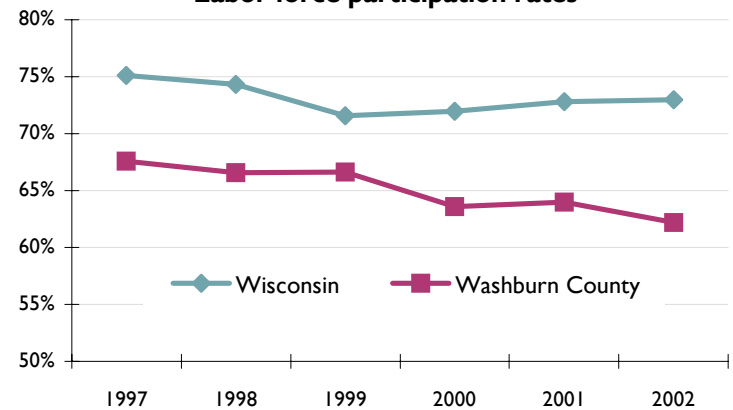
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Washburn Labor Force Participation by Age & Sex in 2000



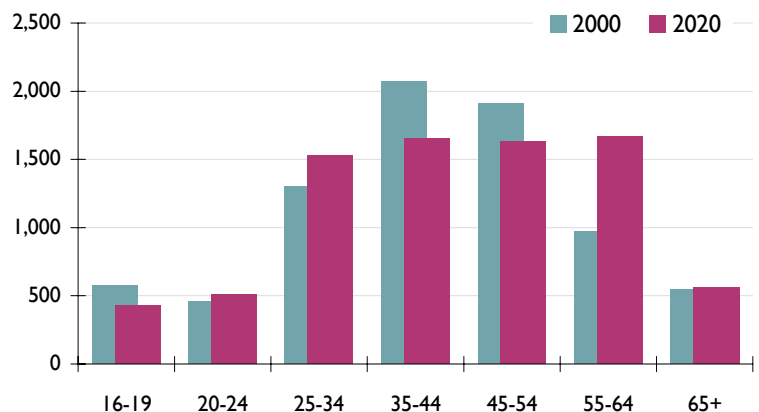
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Washburn County



Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

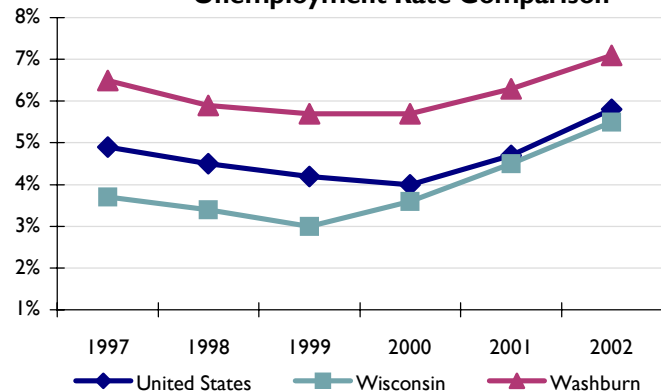
## Washburn County Workforce Profile

bor force.

The labor force in Washburn County has been expanding in the last several years as new workers move into the county. In 1997 the total labor force in Washburn County was 7,835 and the unemployment rate was 6.5 percent. The labor force increased to 8,044 in 2002 and the unemployment rate increased to 7.1 percent, the highest level since 1994.

Mid-way through 2003, the employment picture has not improved although there are a few encouraging signs, especially in the nation. As the economy recovers, labor shortages will once again become a major problem for employers.

Unemployment Rate Comparison



Washburn County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	7,835	7,820	7,680	8,061	8,306	8,044
Employed	7,329	7,355	7,246	7,599	7,785	7,469
Unemployed	506	465	434	462	521	575
Unemployment Rate	6.5%	5.9%	5.7%	5.7%	6.3%	7.1%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

## Occupations in demand

Washburn County is in the northwest region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turn-over is high and wages are low. There are a few exceptions on the list: registered nurses, truck drivers, and general managers. All three require a greater degree of education and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. In Northwest Wisconsin, however, even the fastest growing occupations include many that require only short-term training. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that changes from 2,000 to 2,200 jobs increased only 10 percent.

Northwest Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$15.50
	Personal and Home Care Aides	1-month or less training	\$8.13
	Home Health Aides	1-month or less training	\$8.95
	Social/Human Service Assts	1-12 mo. on-the-job training	\$12.72
	Hotel/Motel/Resort Desk Clerks	1-month or less training	\$7.94
	Security Guards/Gaming Surv Offcrs	1-month or less training	NA
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.47
	Emergency Med Techs/Paramedics	Postsecondary voc. trng	\$9.82
	Tchrs/Prim/Sec/Adult/All Other	Bachelor's degree	\$10.19
	Fitness Trainers/Aerobics Instruct	Postsecondary voc. trng	\$7.54
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.47
	Cashiers	1-month or less training	\$7.09
	Waiters/Waitresses	1-month or less training	\$7.38
	Retail Salespersons	1-month or less training	\$8.23
	Registered Nurses	Bachelor's degree	\$20.27
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.27
	Bartenders	1-month or less training	\$6.65
	Maids/Housekpng Cleaners	1-month or less training	\$7.76
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.61
	General and Operations Mgrs	Work experience & degree	\$26.89

\* The most common way to enter the occupation, not the only way

\*\* Wages from Occupation Employment Statistics survey responses for region, 2001  
Northwest WDA includes Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn counties.

Source: WI DWD, Bureau of Workforce Information, 2002

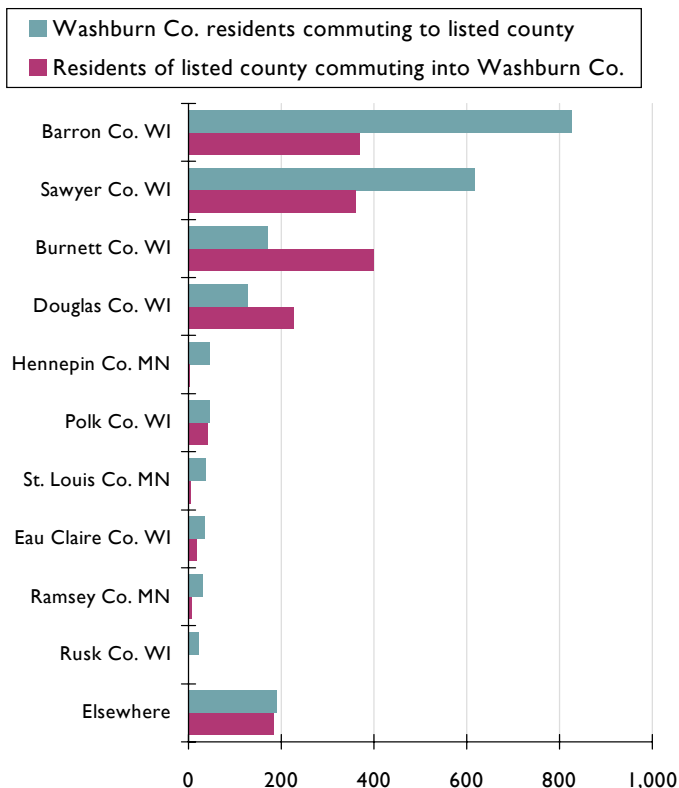
## County Commuting Patterns

The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated data sets released by census. It is a key piece of information when profiling the workforce of a local community, especially in Washburn County where a large share of the labor force is employed outside of the county. In Wis-

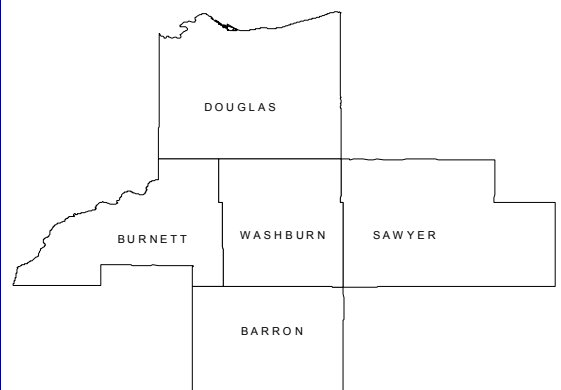
consin commuting patterns for municipalities are also available every ten years from the census and were released in April 2003.

Nearly 2,155 Washburn County residents, 31 percent of the workers who live in the county, traveled out of the county for a job. Roughly four in every ten workers who left the county headed for employers in Barron County and another three out of ten traveled to Sawyer County. The most popular destination was the combined area of the City and Town of Hayward (Sawyer Co.), followed by the City of Rice Lake (Barron Co.). The fact that so many residents travel out of the county for a job is one of the primary reasons that the labor force in the county exceeds the number of jobs with area employers.

Even though over 30 percent of the workforce leaves the county for a job, employers in Washburn County attract roughly 1,620 workers who travel from neighboring communities. Most of the inbound workers travel from Burnett, Barron and Sawyer counties. From the west they are headed to the cities of Spooner and Shell Lake, and from east the primary destinations are the cities of Stone Lake and Birchwood. Barron County residents seek employers throughout the southern parts of the county. And, while employers in Spooner attract the most commuters, employers in Shell Lake, Minong, and Birchwood also attract an ample share of workers.



	Washburn Co. residents commuting to listed county	Residents of listed county commuting into Washburn Co.	Net gain or loss of workers
Barron Co. WI	826	370	-456
Sawyer Co. WI	618	361	-257
Burnett Co. WI	171	400	229
Douglas Co. WI	128	227	99
Hennepin Co. MN	47	4	-43
Polk Co. WI	47	42	-5
St. Louis Co. MN	38	6	-32
Eau Claire Co. WI	34	18	-16
Ramsey Co. MN	30	7	-23
Rusk Co. WI	23	2	-21
Elsewhere	192	183	-9



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

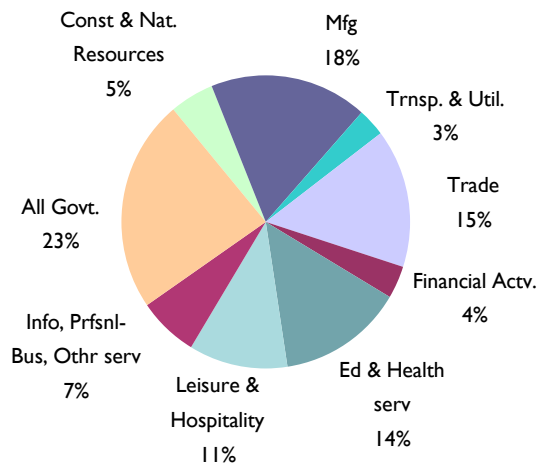


## Industry Employment -

### Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

#### Washburn County Industry Distribution: 2002



Because NAICS is so different revisions to earlier years' estimates are difficult and do not appear in this publication. Estimates for 1990 to 2001 have been published for states and metropolitan areas.

There are new industry classifications in NAICS that simply did not exist in SIC. Good examples of this are the new industry sectors for leisure and hospitality and information. Previously employment in leisure and hospitality was in retail trade (restaurants and bars) and services (hotels and resorts), and many information jobs were in manufacturing (printing and publishing).

Other changes to the Washburn employment estimates for 2002 are visible in the table below (SIC distribution uses unrevised estimates). Transportation employment is grouped with warehousing and utilities and no longer includes communication. Jobs from communication are now grouped with publishing jobs in the new information sector.

Wholesale and retail trade jobs declined to 25 percent of total employment in NAICS from 15 percent. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality as were jobs with hotels and lodging facilities. This new sector should make it easier to monitor changes in tourist related businesses.

Another new sector for education and health ser-

(Continued on page 7)

#### 2002 Industry Employment in Washburn County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	291	5%	Construction & Mining	4%
Manufacturing	1,067	18%	Manufacturing	19%
Transportation, warehousing & utilities	182	3%	Transportation, utilities & communication	4%
Trade (wholesale & retail)	918	15%	Wholesale trade	3%
			Retail trade	22%
Financial activities	217	4%	Finance, insurance & real estate	3%
Information, professional & business services, other services	401	7%	Services & misc (incl. agr, forestry, fishing)	23%
Education and health services	830	14%	Government	23%
Leisure & hospitality	680	11%		
Government	1,407	23%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

## Washburn County Workforce Profile

vices should provide more information on the rapidly expanding health industry. It is grouped with private education, but most education jobs are included in the public sector.

The lists of top ten industries and employers in Washburn County uses the North American Industry Classification System. In this list all private and public education were grouped together making it

the largest industry sector in the county. One big change with this list over previous years is the sub-groups within health services, three of which appear on the top industry list.

Together the largest industry sectors provide 52 percent of all the jobs in the county while the ten largest employers provide nearly one in every three jobs.

### Top 10 Industry Groups in Washburn County

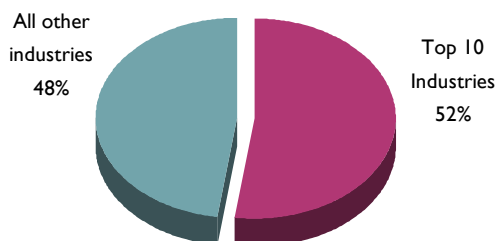
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Educational Services	6	633	14
Food Services and Drinking Places	52	449	40
Executive, Legislative, & Gen Government	15	375	-3
Food Manufacturing	*	*	*
Hospitals	*	*	*
Wood Product Manufacturing	*	*	*
Ambulatory Health Care Services	20	238	0
Food and Beverage Stores	7	219	11
Nursing and Residential Care Facilities	7	151	0
Building Material & Garden Supply Stores	10	150	25

\*data suppressed to maintain confidentiality

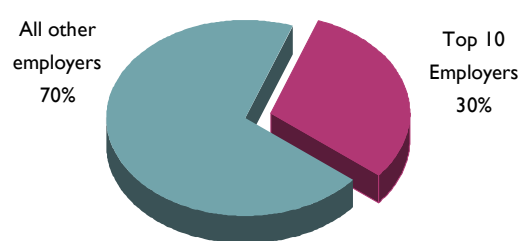
### Top 10 Employers in Washburn County

Company	Product or Service	Size
Link Snacks, Inc.	Meat processed from carcasses	250-499
School District of Spooner	Elementary & secondary schools	100-249
Spooner Health System, Inc.	General medical & surgical hospitals	100-249
County of Washburn	Executive & legislative offices, combined	100-249
Birchwood Lumber & Veneer	Hardwood veneer and plywood manufacturing	100-249
Schmitz's Spooner Economart	Supermarkets and other grocery (except convenience) stores	100-249
School District of Shell Lake	Elementary & secondary schools	100-249
WI Department of Natural Resources	Administration of conservation programs	100-249
Ready Fixtures Co.	Showcase, partition, shelving, and locker manufacturing	50-99
School District of Birchwood	Elementary & secondary schools	50-99

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003



## Washburn County Workforce Profile

The bottom graph emphasizes the diversity of employers in Washburn County. Three industry sectors each have close to a 20 percent share of all jobs in the county. However, total payroll from employers in the education and health sector exceeds other industries and was 26 percent of total payroll in the county. The annual average wage for workers in this sector in 2002 of \$26,209 was much lower than the average wage for similar workers statewide.

The average wage for all workers in Washburn County of \$22,870 increased 3.3 percent from the 2001 average of \$22,149. Statewide the average wage rose 2.7 percent in 2002. Even though NAICS provides a better picture of wages in the new sectors, there are still details on part time jobs and temporary employment missing that are key components of annual average wages.

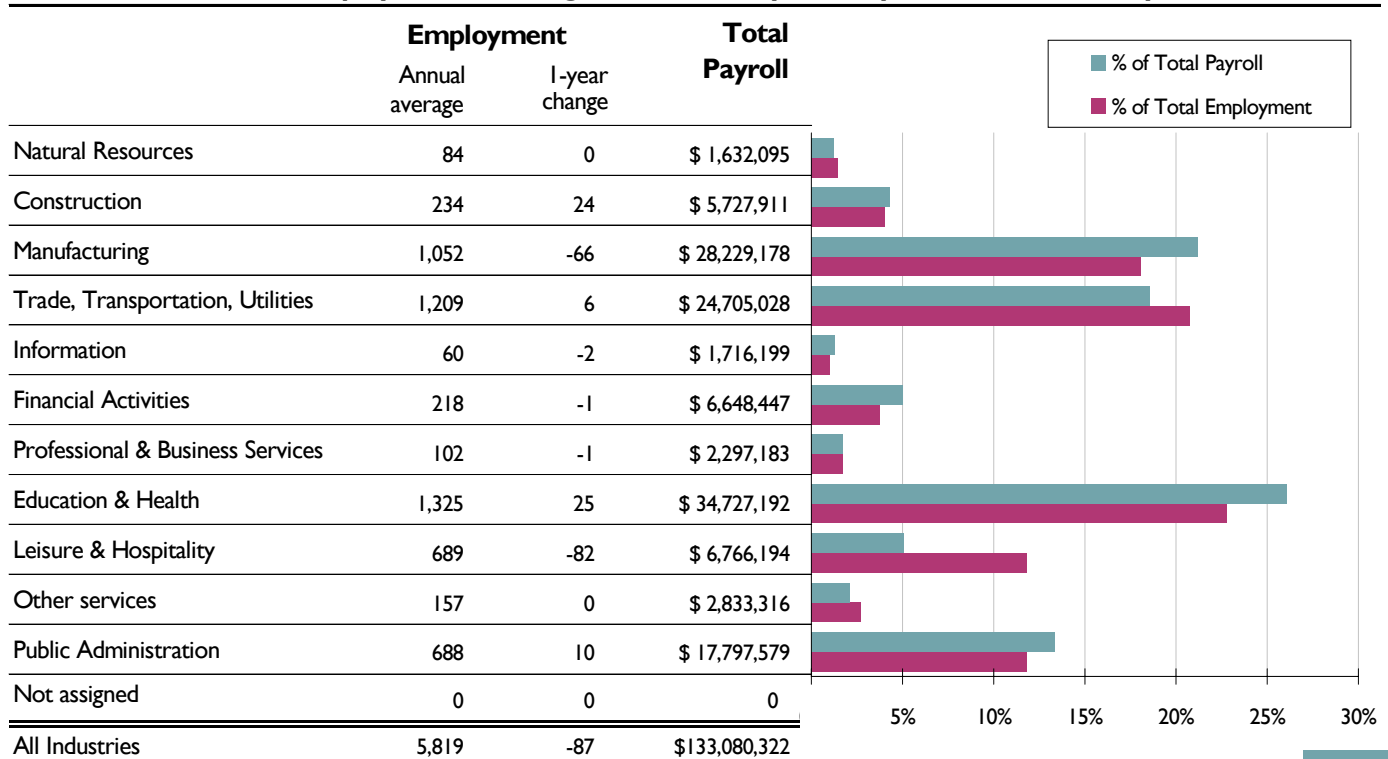
### Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Washburn County	Wisconsin	% change
All Industries	\$ 32,422	\$ 22,870	71%	3.3%
Natural resources	\$ 25,481	\$ 19,430	76%	-1.6%
Construction	\$ 39,649	\$ 24,478	62%	3.1%
Manufacturing	\$ 40,584	\$ 26,834	66%	5.2%
Trade, Transportation, Utilities	\$ 28,422	\$ 20,434	72%	2.3%
Information	\$ 38,871	\$ 28,603	74%	4.6%
Financial activities	\$ 40,337	\$ 30,497	76%	10.7%
Professional & Business Services	\$ 36,324	\$ 22,521	62%	16.4%
Education & Health	\$ 33,768	\$ 26,209	78%	-0.9%
Leisure & Hospitality	\$ 11,837	\$ 9,820	83%	4.5%
Other services	\$ 19,500	\$ 18,047	93%	1.8%
Public Administration	\$ 33,769	\$ 25,869	77%	0.4%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Census 2000 revealed that 27 percent of the workforce works part time and 26.1 percent works less than 40 weeks per year. In Wisconsin 24.1 percent work part time and 19.5 percent work less than 40 weeks per year.

### 2002 Employment and Wage Distribution by Industry in Washburn County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

## Per Capita Personal Income

Net earnings from jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Washburn County. However, net earnings in Washburn County comprise only 49.7 of total income, less than both the state and national share of 66.7 and 67.6 percent, respectively. That's because the share of transfer payments, which include social security, is higher in Washburn County.

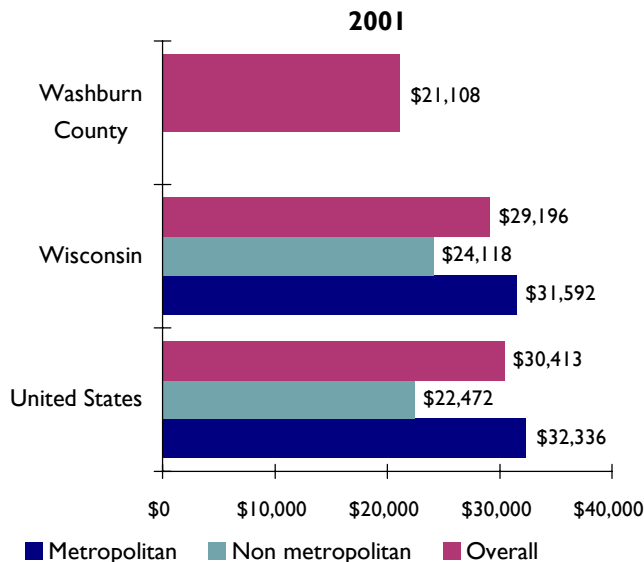
The higher share of transfer payments, plus an annual average wage that is much lower than in the state, con-

tribute to a lower per capita personal income in the county. The gap closes however if you compare Washburn County only to other non-metropolitan areas in Wisconsin and the nation. Non-metropolitan wages are lower primarily because the jobs available in metro areas are in occupations that demand higher salaries and competition for workers drives up wages.

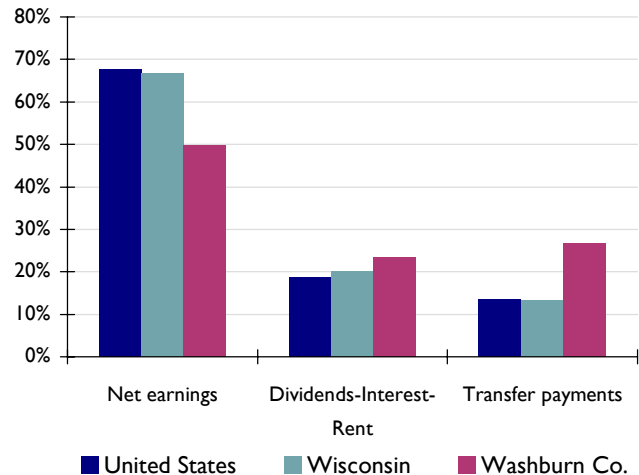
The Washburn County PCPI of \$21,108 in 2001 was 69 percent of the national PCPI and 72 percent of the state. It ranked 56<sup>th</sup> among the 72 counties in Wisconsin.

**Per Capita Personal Income**

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Washburn County	\$17,085	\$18,136	\$18,860	\$19,418	\$20,446	\$21,108	3.2%	23.5%



**Components of Total Personal Income: 2001**



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

### WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

[http://www.dwd.state.wi.us/lmi/wda\\_map.htm](http://www.dwd.state.wi.us/lmi/wda_map.htm)

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

Beverly.Gehrke@dwd.state.wi.us